

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
July 21, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Jim McPartlin, Secretary	W Hotel Hollywood
	Neelura Bell	CRA/LA
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Nathan Korman	NBK, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Don Mushin	Toyota of Hollywood
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Greg Angelo	Metro
	Chris Bonbright	Whitley Court Partners
	Captain Beatrice Girmala	LAPD
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Galo Medina	Comprehensive Financial Services
	Ron Radachy, Vice President	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Jeff Rouze	HPOA
	Devin Strecker	HPOA
Guests	Mary Carley	LA INC.
	Harry Sabounjian	Universal Waste

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:13 p.m.

II. Open Forum

Harry Sabounjian said he was just here to stay up to date, and to introduce his company, Universal Waste, which is looking to expand in Hollywood.

III. Approval of Minutes

The board reviewed the minutes from the previous meeting. **It was moved by John Tronson, seconded by Tej Sundher and CARRIED to approve the minutes from June 16, 2011. (This was executed following item 1 under the nominating committee.) Motion approved unanimously.**

IV. Treasurer's Report

A. Treasurer's Report for May 2011

Morrison said that next month we will be able to show who has paid assessments this year and who hasn't. We know that there is a delinquency on the MTA parcels associated with the W Hotel property, which MacPherson spoke more about, explaining that government owned parcels are billed differently (they are sent manually). Additionally, LAUSD does not pay the full assessment amount on their parcels. MacPherson expects about \$120,000 coming in soon mainly from the MTA parcels, but they are generally one year behind. She also noted that had just received a report from the county that 200 new parcels are coming online associated with the MTA/Legacy Partners property. Morrison added that she will be meeting with new banks and will report on that next month.

The Board reviewed the master balance sheet and financial statements ending June 3, 2011. **It was moved by Jan Martin, seconded by Don Mushin and CARRIED to approve the Treasurer's Report. Motion approved unanimously.**

V. Committee/Activity Reports

A. Nominating Committee

1. Applications – July 28th is the deadline for applications to serve on the board of directors. The board considered a proposal to appoint John Tronson to fill mid-year vacancy on the board.

It was moved by Monica Yamada and seconded by Tej Sunder to appoint John Tronson to the board of directors as a condo owner at the Broadway building. Motion approved unanimously.

B. Marketing and Communications

1. Cirque Initiatives: Strecker reported that there has been no further action on the Cirque initiatives, but that HED remains open to helping Cirque, Metro and local restaurants link together.

2. HollywoodHQ: Strecker unveiled the new HollywoodHQ social media channels available on Facebook and Twitter. He stated that these new initiatives are made to capture “mindshare” of people when they are checking their social media feeds to keep people aware of what is happening in Hollywood when they are making their plans. He encouraged all board members subscribe to the pages on the social media sites they use.

3. Visitors Guide: The 2012 Guide is quickly filling up and is on target to be printed before Labor Day.

4. Pow Wow 2012: Mary Carley, LA Inc., presented on the 2012 International Pow Wow, which will be held next April in Los Angeles, with the opening night being held at Hollywood and Highland. Carley explained that Pow Wow is a trade show for the global travel industry. Tourism is critical to Los Angeles, being its largest industry, and an estimated \$3.5 Billion of future travel is booked over this three day event, which brings 1,100 tour operators and 400 journalists. So far, several ‘gold’ sponsors have already signed up at the \$25,000 level including the Cities of Santa Monica and Beverly Hills. Sundher stated that this event would be a good goal for the Facelift Project to work toward having progress made by, so that the journalists could see how clean Hollywood is by then. Gubler said that the Chamber will be helping by coordinating star ceremonies in conjunction with Pow Wow and encouraging its members to become involved. It’s also Hollywood’s 125th anniversary next year, which the Chamber will be promoting concurrently. Morrison said that out of the \$60,000 marketing budget, most of the funds are not yet programmed for 2012 and suggested that sponsoring the opening night event could be beneficial to the BID. Tronson said he thought it would be a great way to market the district.

It was moved by Jan Martin and seconded by Tej Sunder to allocate \$25,000 from the marketing budget to authorize a sponsorship package for HED participation in support of the 2012 Pow Wow. Motion approved unanimously.

C. Hollywood Facelift Working Group

1. Status of CRA Property Enhancement Program (CPEP): Bell reported that the CRA-LA was ready to go and had prepared the CPEP brochure, but have been told not to proceed yet due to state budget issues affecting community redevelopment agencies. The city council has to establish the CRA and then CRA will have to pay the state’s fee. Fortunately, any projects that already had been approved can move forward. Morrison asked Bell if it would help if the BID provided a letter of support for the CRA; Bell said that their office is drafting a letter and will get them to organizations that may use it to write their own letters. Sundher inquired how long it would take to approve one of the CPEP projects after the application was received; Bell said they had been hoping for a six-week turnaround.

2. Preferred Vendor Handbook: Morrison directed the board’s attention to the draft Preferred Vendor Handbook and said she would appreciate it if board members could read the document and submit comments by Monday at noon. She said that Jeff Rouze has put together the booklet after meeting with all the vendors included, and obtained cost estimates from all. Gubler asked if there was any significance to the “75 years” as mentioned in the tagline for the Facelift Program, but it was determined just to be a figure of speech.

3. Retail Smart Guys – Another retail marketing seminar will be scheduled in the fall. Retail Smart Guys will help target stores that could benefit most from the information by doing a walk-through of Hollywood Blvd. with staff soon. Tronson suggested obtaining testimonials from retail operators who have previously attended to help get new people interested.

4. Plans for Annual Meeting – Morrison said that photo boards of all properties on Hollywood Blvd. will be made available at the All Property Owners Meeting, and that there will be stars shown on the properties which have signed the Contract with Hollywood. Following the meeting will be a cocktail party and vendor fair. She showed an example of one of the vendor's renderings of Galo Medina's property, shown in its current state, and with new neon signing and uniform paint. Property Owners at the meeting can have similar examples given to them for their properties by the vendors.

D. Security Committee

1. Report from Security Meeting: Tronson reported the recent meeting between LAPD and BID security was very productive, and they were able to get some insight into the private persons' arrest protocol. New procedures have been put in place whereby the BID officers will wait in the front lobby of the police station with individuals to be turned over to LAPD. The captain has also expressed concerns that stakeholders are calling BID security rather than LAPD in certain instances, so we have volunteered to reeducate our stakeholders with regards to what services Andrews provides to the BID and when stakeholders should be calling LAPD rather than Andrews. A card has been drafted and was included in the packet which will be distributed to stakeholders.

2. Cahuenga Corridor meetings: Tronson said that RFP's have been sent to valet companies, in order to fine one valet company to serve the entire block between Hollywood and Selma. This is in an effort to make valet parking simple and organized on this block which often becomes chaotic at night, and to protect against rogue valet companies coming in and setting up shop illegally. This pilot project is an example of proactive property owners.

3. W Plaza pedestrian activation: Tronson reported that the W Plaza has now been activated with a hot dog cart, tables and chairs. We are looking at design upgrades to make it more inviting and hospitable to pedestrians. Because of the bright sunlight which fills the plaza, it has been suggested that umbrellas are needed, as well as additional tables and chairs, to help further activate the area.

It was moved by John Tronson and seconded by John Lyons to authorize purchase of umbrellas and additional tables and chairs for W Plaza, not to exceed \$2,500. Motion approved unanimously.

4. Community Impact Team – Morrison reported that Mitch O'Farrell in Council President Garcetti's office has been amazing with his work on this team. Currently, they are trying to find a way to regulate tour buses. They met with Starline Tours and might consider prohibiting tour buses from parking on Hollywood Blvd., and aggressively citing businesses that allow kiosks to set up in front of them. They are looking at every possible angle for legislation and enforcement. Morrison asked all board members to report to her if they see any fly-by-night or unsafe operators. With regards to the street characters we are hoping for an update soon from the city attorney.

5. Transmitter for Security Cameras – Tronson reported that somehow our transmitter has disappeared from the roof of the Bolour's Whitley building and will cost \$2,000 for another one and the power supply for it. A police report has been filed.

It was moved by Tej Sundher and seconded by Don Mushin to authorize purchase of a new transmitter and power supply for the public safety cameras at Whitley and Hollywood, not to exceed \$2,000. Motion approved unanimously.

D. Streetscape Committee

1. EaCa Alley Project: MacPherson showed photos of the progress of the EaCa pedestrian alley improvement project which is currently under construction. This week, MacPherson reported they are laying the drainage system, and today crews ripped up Selma Ave. at Cosmo in order to realign the storm drains and fix the persistent potholes.

2. Status of Tree-well DG installation project – All of the disintegrated granite has been installed on Hollywood, Vine, Cahuenga and Yucca in the tree wells to make them level with the sidewalks. Photos were shown of the process.

3. City Contract with Martin Outdoor Media – Mariani reported that the city is near executing a contract for ad-based bus benches throughout Los Angeles, and he showed potential examples of what the benches may look like. Many BIDs are upset that the city did not include them in the discussions leading up to this contract. Additionally, in Hollywood it presents an issue as items are not allowed to be bolted to the Walk of Fame; however city officials assured Mariani that it will not deter Martin Outdoor Media from placing benches on the Walk of Fame. Tronson advised board members to contact council president Garcetti and tell him we consider these benches to be blight. MacPherson added that this would be a ten-year contract, allowing for a minimum of 4,000 benches to be installed city-wide with revenue to the city projected at \$2.76 Million per year.

It was moved by John Tronson and seconded by Jan Martin to issue a strongly-worded letter on behalf of the BID board that we are appalled by the city's refusal to consider BIDs in this contract negotiation and that we do not want these benches placed on the walk of fame, where we have already spent time and money installing our own benches, and that Martin should consult with BIDs and any organization with an urban design plan before installing benches in their areas. Motion approved unanimously.

4. Report on Office of Community Beautification budget cuts – MacPherson stated that due to budget cuts, the Office of Community Beautification will no longer provide trash bags to BIDs. She estimates that we will need to spend about \$800 a month until the end of the year, after which we will adjust our RFP to include trash bags by the maintenance contractor. We might also have to eventually buy our own paint, so she would like to allocate a total of \$1,000 a month to cover both.

It was moved by John Tronson and seconded by Don Mushin to allocate up to \$1,000 a month to purchase trash bags for BID receptacles, and possibly paint for graffiti removal, for the remainder of 2011. Motion approved unanimously.

VI. Old Business

There was no old business to report.

VII. New Business

A. Solid Waste Franchising: Mariani reported that the city is moving forward with a plan to franchise solid waste disposal in the city, and he has included information and articles in the meeting packet. He said it seems the city has already made up their minds without listening to input from the business community, and there are lots of issues the city is not considering. A stakeholder comment form is included in the packet and board members are highly encouraged to fill this out and return it to the city. If this plan moves forward, Mariani cautioned board members that they won't have freedom to choose a waste disposal company, and prices will most likely escalate.

VII. Executive Director's Report

Morrison stated that the Sunset & Vine BID renewal is going well, and nearly all the heavy lifting is behind us, with a debt of gratitude to Mariani and his work on the effort.

X. Next Meeting:

The next meeting will be the Annual All Property Owners/Facelift Kick-Off Meeting on July 28.

XII. Adjourn

The meeting was adjourned at approximately 5:55 p.m.